Inclusive of all genres, *The Dance Current* is the only multi-media platform representing the art and culture of dance across Canada. We are especially attentive to equity.

**readership**

Readers choose us because we represent equity and inclusion in our coverage of dance across Canada; we contribute to critical conversations; and, we are relevant and current with our content.

*The Dance Current* reader is predominantly female-identified, metropolitan located, university educated and between 25-44 years in age. Our readers regularly purchase tickets to cultural events, exhibitions and attractions and spend, on average, 1-3 hours consuming media across our platforms.

Our readership includes dance artists, choreographers, educators/teachers, audience members, researchers, students, producers/presenters, photographers, academics. Articles mobilize knowledge on health, training and productions to help our readers stay further on trend.

**circulation**

*The Dance Current* magazine is published bi-monthly in 2020.

In 2021, the magazine will be published quarterly.

**publication**

*The Dance Current* is published by Dance Media Group / Groupe Danse Média, a registered charitable organization: 85356 1538 RR0001

**vision**

An informed and engaged dance sector and public(s)
Our readers describe us as thoughtful, engaging and informative

The Dance Current magazine
- 6 issues/year distributed nationally and internationally
- Core and pass-along readership of 2,600 +
- Digital editions: hyperlinked to all issue contributors

thedancecurrent.com
- Daily online content
- 16,000 + Monthly Unique Visitors
- 50,000 + Monthly Page Views

e-current newsletter
- Monthly Distribution
- 2,600 + verified subscribers
- 36% open rate: exceeds the industry standard

social media
- Weekly content
- 11,500 + followers

TOTAL ISSUE FOOTPRINT = 32,000 + READERS
Canada's only dance magazine - *The Dance Current* - circulates unparalleled coverage on dance in and across Canada.
As the only print dance magazine in Canada, we hold a responsibility with our media. Each magazine includes artist profiles, interviews, feature articles, opinions and critical commentary from people in the profession, plus event highlights to keep readers informed about upcoming performances. 92% of our readers keep or pass-along their magazines.

**Loyalty (frequency) discounts:**
The more ads you book in one booking, the more you save!

<table>
<thead>
<tr>
<th>1 issue</th>
<th>2+ issues</th>
<th>4+ issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>850</td>
<td>810</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>795</td>
<td>755</td>
</tr>
<tr>
<td>Full Page</td>
<td>725</td>
<td>690</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>480</td>
<td>455</td>
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<tr>
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<td>185</td>
<td>175</td>
</tr>
<tr>
<td>1/12 Page BW</td>
<td>110</td>
<td>105</td>
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</tbody>
</table>

Rates do not include GST/HST. International clients are exempt from tax. Agencies, please add 15%.

From an equity group? Or an organization serving equity group(s)? Receive print colour ads for B+W rates.

**DIRECTORIES**
Directory listings are 60-words and can be purchased for $70 each.
The Dance Current offers complimentary text listings only when a print ad is also purchased prior to the booking deadline.

**AUDITION**
1. Nov/Dec 2020 issue
2. Fall 2021 issue
   (Oct/Nov/Dec'21)

**SUMMER DANCE**
Spring 2021 issue
   (April/May/June'21)

**BACK TO SCHOOL**
Summer 2021 issue
   (July/Aug/Sept '21)
leaderboard
468 x 60 pixels
App sized: 300x50 pixels

medium rectangle
(above fold)
300 x 250 pixels

small rectangle
300 x 100 pixels

Ads are 72 DPI + linked to the URL of your choice. Animated gif files accepted!
The same ad can run in the one placement for no longer than 4 consecutive months. Want shorter or longer or targeted exposure? We can prorate pricing to fit your needs.

DIGITAL AD BOOKING SCHEDULE LOCATED ON PAGE 8
D I G I T A L
e - c u r r e n t n e w s l e t t e r

Tall Banner (top spot)
180 x 300 pixels (px)

Distributed on the first Wednesday of each month

Tall Banner
180 x 300 pixels

Acceptable file formats:
72 DPI
.jpg, .png, .gif

Box Banner
180 x 150 pixels

MONTHLY AD RATES ($ PER AD)

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<thead>
<tr>
<th></th>
<th>1x</th>
<th>2-4x</th>
<th>5-9x</th>
<th>10-12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tall Banner (top spot)</td>
<td>215</td>
<td>210</td>
<td>200</td>
<td>190</td>
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<tr>
<td>Tall Banner</td>
<td>195</td>
<td>190</td>
<td>180</td>
<td>170</td>
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<tr>
<td>Box Banner</td>
<td>95</td>
<td>90</td>
<td>85</td>
<td>80</td>
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</table>

Ads are linked to the URL of your choice + Animated gif files accepted!
**DIGITAL deadline schedule**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>BOOKINGS</th>
<th>ARTWORK</th>
<th>E-CURRENT DISTRIBUTED</th>
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<tbody>
<tr>
<td>June</td>
<td>May 20</td>
<td>May 25</td>
<td>June 3, 2020</td>
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<tr>
<td>July</td>
<td>June 20</td>
<td>June 25</td>
<td>July 1, 2020</td>
</tr>
<tr>
<td>August</td>
<td>July 20</td>
<td>July 25</td>
<td>August 5, 2020</td>
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<tr>
<td>September</td>
<td>August 20</td>
<td>August 25</td>
<td>September 2, 2020</td>
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<tr>
<td>October</td>
<td>September 20</td>
<td>September 25</td>
<td>October 7, 2020</td>
</tr>
<tr>
<td>November</td>
<td>October 20</td>
<td>October 25</td>
<td>November 4, 2020</td>
</tr>
<tr>
<td>December</td>
<td>November 20</td>
<td>November 25</td>
<td>December 3, 2020</td>
</tr>
<tr>
<td>January</td>
<td>December 15</td>
<td>December 20</td>
<td><strong>January 6, 2021</strong></td>
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<tr>
<td>February</td>
<td>January 20</td>
<td>January 25</td>
<td>February 3, 2021</td>
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<tr>
<td>March</td>
<td>February 20</td>
<td>February 25</td>
<td>March 3, 2021</td>
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<td>April</td>
<td>March 20</td>
<td>March 25</td>
<td>April 7, 2021</td>
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<td>May</td>
<td>April 20</td>
<td>April 25</td>
<td>May 5, 2021</td>
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<tr>
<td>June</td>
<td>May 20</td>
<td>May 25</td>
<td>June 2, 2021</td>
</tr>
</tbody>
</table>

**Have a message to send mid-month?**

Ask us about our additional email newsletter advertising opportunity: advertise@thedancecurrent.com

**digital contests**

- **Full month ($1000)**
  - Includes stand-alone web page with homepage recognition, an e-current newsletter text block; and four social media posts.

- **Two-week ($500)**
  - Includes stand-alone web page with homepage recognition and two social media post.
of readers say they are more inclined to buy when advertisements appear on both print and digital platforms

Please email advertise@thedancecurrent.com with your advertising budget to find the best deals across platforms.

85%

 TERMS

Booking
All details must be confirmed at time of booking. Agent fee incl. Client must confirm a booking by signing an ad estimate/agreement emailed by The Dance Current. The ad estimate/agreement is not an invoice.

Rebooking
Any change requested thereafter will be subject to a rebooking fee, in addition to any pricing differential. Any and all rebooking fees are subject to applicable taxes.

Cancellation
If a contracted booking is cancelled prior to printing or posting, there will be a service charge of 15% on the booking. This charge is subject to applicable taxes. If a booking is cancelled during the proofing stage, client must still pay the full bill.

Payment
Payment is due upon receipt of the first invoice. A 1.5% monthly interest fee will be added and accrued to any outstanding invoice. Cheque, credit card and e-transfer payments accepted.

Improper Format
If artwork is not submitted in the required formats (as outlined in your signed ad estimate/agreement), The Dance Current is not responsible for damages arising out of errors for which it is responsible in regards to graphics, composition or non-insertion, beyond the amount charged for the particular advertisement in which the error occurred.

Standards
The Dance Current maintains policies separating editorial from advertising. The Dance Current reserves the right to refuse any advertisement that might be considered offensive or misleading or compromise the editorial integrity of our platforms.

Copyright
It is the sole responsibility of the client to acquire all required permissions before using copyrighted material. If The Dance Current is involved in any way in production and/or the composition of the advertisement for the client, then the client agrees that it will not publish the advertisement in any other publication without consent from The Dance Current.

CONTACT
advertise@thedancecurrent.com
416-588-0850 | 1-800-891-7019